



ANCHOR CHEMICAL CO., INC.

## Doodle Sheet

There are 1645 productive hours per man per press  
in a year — 7 hr. day. At 75% productive time, that's

1234 hours

Each hour of down-time costs

10 Bucks or more — **OUCH!!!**

Anchor's Prevent Press Problems Program  
saves you valuable time. If it's only 15 minutes  
a day per press. That means —

At a press speed of —	4000 IPH	5000 IPH	6000 IPH
you save impressions per press per day	1000	1250	1500
you save impressions per press, per year	235,000	293,750	352,500
If your presstime is only \$10 per hr. — that's	\$587.75	587.75	587.75

And multiplied by your \_\_\_\_\_ presses

THAT'S \$ \_\_\_\_\_ savings per year

How much is it worth to you  
to save this money and prevent  
problems before they happen?  
The Anchor program will do it  
for you. Each day you wait  
it costs **MONEY** and **TROUBLE**.

State Photo Supply Corp  
226 North Allen Street  
Albany, N. Y.

Call —

## **ADVANTAGES OF ANCHOR'S PREVENT PRESS PROBLEMS PROGRAM**

**Less spoilage.**

**Prolongs life of rollers.**

**Prolongs life of blankets.**

**Keeps press in proper working condition.**

**Eliminates additional wear on metal.**

**Prevents needless press stoppage.**

**Produces better quality printing.**

**Reduces wash-up time due to glaze build-up.**

**Makes press operation simpler.**

**Allows better ink transfer.**

**Allows ink economy—Easier to run less ink.**

**Prolongs life of molleton or dampener covers.**

**Protects metal cylinder surfaces from rusting.**

**Prevents ink from sticking to feeder and delivery wheels and impression cylinder.**

**Allows more printed sheet production in given period of time.**

**Additional production means additional income.**

**Controller wash-up gives added time saving which results in additional printed sheets.**

**Proper condition of rollers and blankets eliminates hickies, uneven ink transfer, ink pile-up, ink washout, and many similar ink distribution problems.**

**Proper condition of molleton (dampener roller coverings) allows less water to be run and better water distribution.**

**Prevention of gum glaze eliminates stripping and streaking.**

**Proper lubrication allows smoother and faster press operation and eliminates needless breakdown or part replacements.**

**Increases life of equipment.**



"Solutions for Graphic Arts Problems"

## ANCHOR CHEMICAL CO., INC.

827 Bergen Street, Brooklyn 38, New York, MAIn 2-8006

BRANCH OFFICES:  
PHILADELPHIA, PA.  
CHICAGO, ILL.

October 1, 1964

Mr. Theodor H. Nelson, System Cons.  
Literature Only  
Box 1546  
Poughkeepsie, N. Y. 12603

Dear Mr. Nelson:

Thank you for your interest in Anchor's new Guides to Preventing Press Problems. We have advised your local Anchor distributor to fill your request. You should receive it shortly.

These Ready Reference Wall Charts take the time-consuming, costly "trial and error" out of problem solving. Used with Anchor's proven maintenance program, they provide the means to reducing down-time and producing more customer copies.

For over 25 years Anchor has helped printers prevent problems and maintain peak production with chemicals formulated to meet exacting standards for safety and quality. The enclosed Doodle sheet explains how Anchor Chemical Tools can give you over 200,000 extra impressions per year, per press. Ask your Anchor dealer to demonstrate how Anchor's Prevent Press Problems Program can make this possible for you. Then get started by trying it on one press for one month.

Once you do, we're confident that the charts and the Anchor preventative maintenance program will become a permanent part of your shop.

If we can be of any assistance, please do not hesitate to write. Once again, thank you for your interest in Anchor.

Cordially,

ANCHOR CHEMICAL CO. INC.

LEE HELLER  
Advertising/Marketing Manager

LH:er  
cc: State Photo Supply Corp.  
Albany, N. Y.

